

STATEMENT OF WORK
MCC-15-RFQ-0122
Office of Congressional and Public Affairs – Message Development Services

1.0 Introduction:

The Millennium Challenge Corporation (MCC) is an innovative and independent U.S. foreign aid agency that is helping lead the fight against global poverty. Created by the U.S. Congress in January 2004 with strong bipartisan support, MCC is changing the conversation on how best to deliver smart U.S. foreign assistance by focusing on good policies, country ownership, and results.

2.0 Background:

MCC has a requirement for a contractor to provide message development services and media training on the developed messaging for the MCC CEO and Deputy CEO. This is a one-time product request with no option years.

3.0 Scope:

The vendor would:

- Hold internal discussions with MCC senior staff, conduct research on the field in which we operate, and potentially consult with external stakeholders, to inform development of agreed-upon agency messaging.
- Develop concise, top-line agency messaging as well as high-level messaging for several of the agency's key focus areas.
- Train MCC's CEO and Deputy CEO for media engagement using the developed messages.

4.0 Specific objectives:

- To refresh and focus MCC messaging agency-wide, with an eye toward the future, consistent with the agency's five-year strategic plan.
- To establish internal consensus and provide senior staff guidance on agency-wide messaging.
- To produce concise, agreed-upon messaging that MCC staff can internalize and use to promote MCC to external audiences.
- To improve MCC message delivery among senior staff, particularly in engagement with media.

5.0 Technical Task / Service Area Performance Requirements

- Collect input from MCC senior staff, and potentially external audiences, to determine the most effective and impactful MCC messaging the agency can deliver to external audiences.
- Produce a concise and effective message framework that will guide MCC staff on message delivery.
- Train MCC's CEO and Deputy CEO for media engagement using the developed messages, including hands-on interview practice.

6.0 State end results/deliverables - Customer/Professional Services

- Vendor would collect complete and thorough feedback from MCC senior staff, and potentially external stakeholders, to inform message development.
- Vendor would provide a clear, concise written message framework, including top-line agency messaging and high-level messaging for key focus areas.
- Vendor would deliver training for MCC's CEO and Deputy CEO for media engagement using the developed messages.